Como Regional Park Advisory Committee Meeting Minutes - May 10, 2011

Members present: Glenn Baron, Tom Dapper, Nick Eoloff, Lynn Gallandat, Steve Grans, Paul Kolias, Kelly Mitchell, Randy Quale, Mark Ross, Keith Wietecki, Andy Trcka, Kathy Korum

Kathy welcomed everyone and thanked them for their interest in participating, as well as outlining the process for determining the group's make-up and the selection of the at-large members.

- 1. The committee members present introduced themselves to the group and indicated which group/organization they represented, or whether they were one of the visitors at large.
- 2. Andy Trcka discussed the committee's relationship with the Parks and Recreation Commission and his interest in helping get the work of the committee started.

The group agreed to make decisions based on a consensus model in advance of moving recommendations on to the Parks and Recreation Commission.

3. Agenda item: Neighborhood communication strategies discussion In thinking about how to communicate with the public about Como Park, the group raised a number of questions:

Does Como Park (general) have it's own web page?...should it?...with links to everything.

What is (as best we can determine) the make up of the population that visits the Como Zoo, Conservatory, Como Town, Golf Course, Como Lakeside, McMurray Fields? What is the number of visitors at Como Campus each year?...percentage from St. Paul?

What are we communicating? Why are we communicating? How and to whom are we communicating?

Could we add a few signs (Hamline and Arlington as an example) notifying people about the permit parking area being new this year?

If park visitors are heading south on Hamline, there are no signs directing them to the shuttle.

Maybe we could consider parking lot help...handing out maps in the lots as they fill.

One committee member had a bad experience on the shuttle during Zoo Boo...may not ride it again. How can we help people like this?

Kathy will round up as much of this data as possible and discuss signage options with the Parks Administrative team.

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4. Introductory discussion regarding signage and wayfinding in the park. Funding is available for a signage proposal through the Transportation grant until 12/31/12 at an 80/20 match.

Committee members had oversized hand-outs to look at that were provided by the Lane Design Group as a preliminary proposal. The hand-outs included photos of the signage and kiosks at Eastside Heritage Park. Nick talked about the importance of two specific items when developing a signage system: choosing a consistent branding/image as the Minneapolis Park Board has done and the conveyance of information. You need maps – with the "you are here" messaging.

Four-sided kiosks are nice. Some committee members noted that it may be wishful thinking with budgets the way they are, but it would be great to have some overlap and a signage system that tells you where the trails go...how far it is from place to place, etc.

It was suggested that we generate a list for what we want people to find in Como Park:

* Dutch Oven
* Como Town
* Historic Streetcar Station
* Como Outdoor Classroom

There should be signage for auto/non-auto. There should be a kiosk near the Zoo/Conservatory entrance and one near the Como Lakeside Pavilion, maybe at the new pool.

There was a discussion about how far out to go with signage...maybe University to the south and Highway 36 to the north. We may also want to do a bit more with good signage for getting **out** of the park. If you're not from the neighborhood, it is easy to get lost going south on Hamline.

Committee members who have seen the Minneapolis signage like that the look is similar – styles and colors. You know you're in a Minneapolis Park when you see it. Nick indicated that is has to be our brand/image and we have to like it. Suggestions were to go look at Bunker Hills/Bunker Lake or Golden Gate Park. We don't want too much signage, it will detract. (Mpls West River Road). St. Paul's East River Road looks great.

We need **very prominent** signs for parking.

A few committee members indicated they planned to visit Eastside Heritage Park. Kathy will bring additional photos as available and copies of a park map to help move the discussion forward.